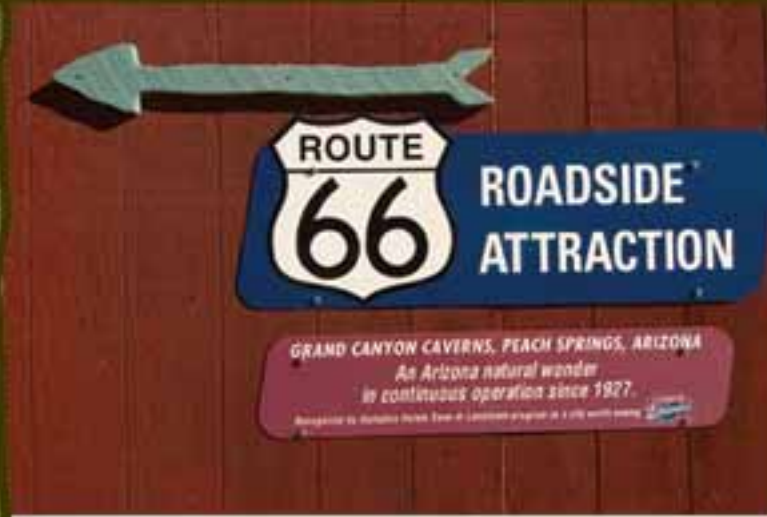




Strategies for  
Successful Destination  
Marketing  
By  
Elaine Ralls PhD  
[eralls@airmarketing.com](mailto:eralls@airmarketing.com)



# What if?

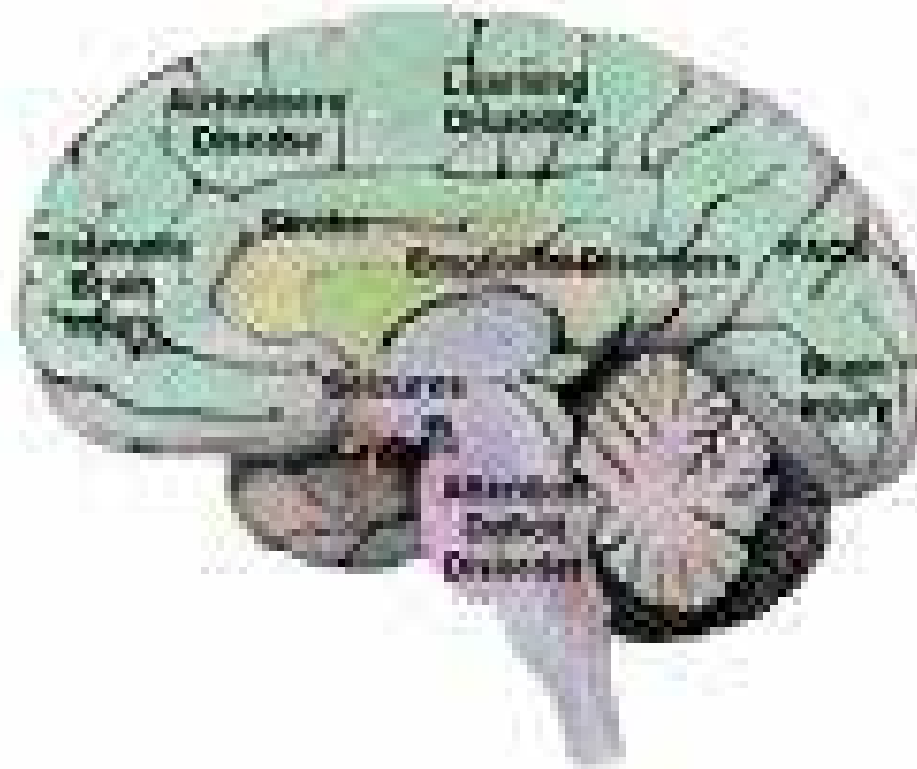
You could influence anyone, anytime, and be effective?

You could learn how to do that quickly?

You could apply it immediately?

# Success Strategies

Using the science of the Brain





# Understanding NeuroMarketing

**Six Stimuli you can use immediately to create messages that the decision-making brain cares about!**

**1. Self-Centeredness**

**3. Tangible**

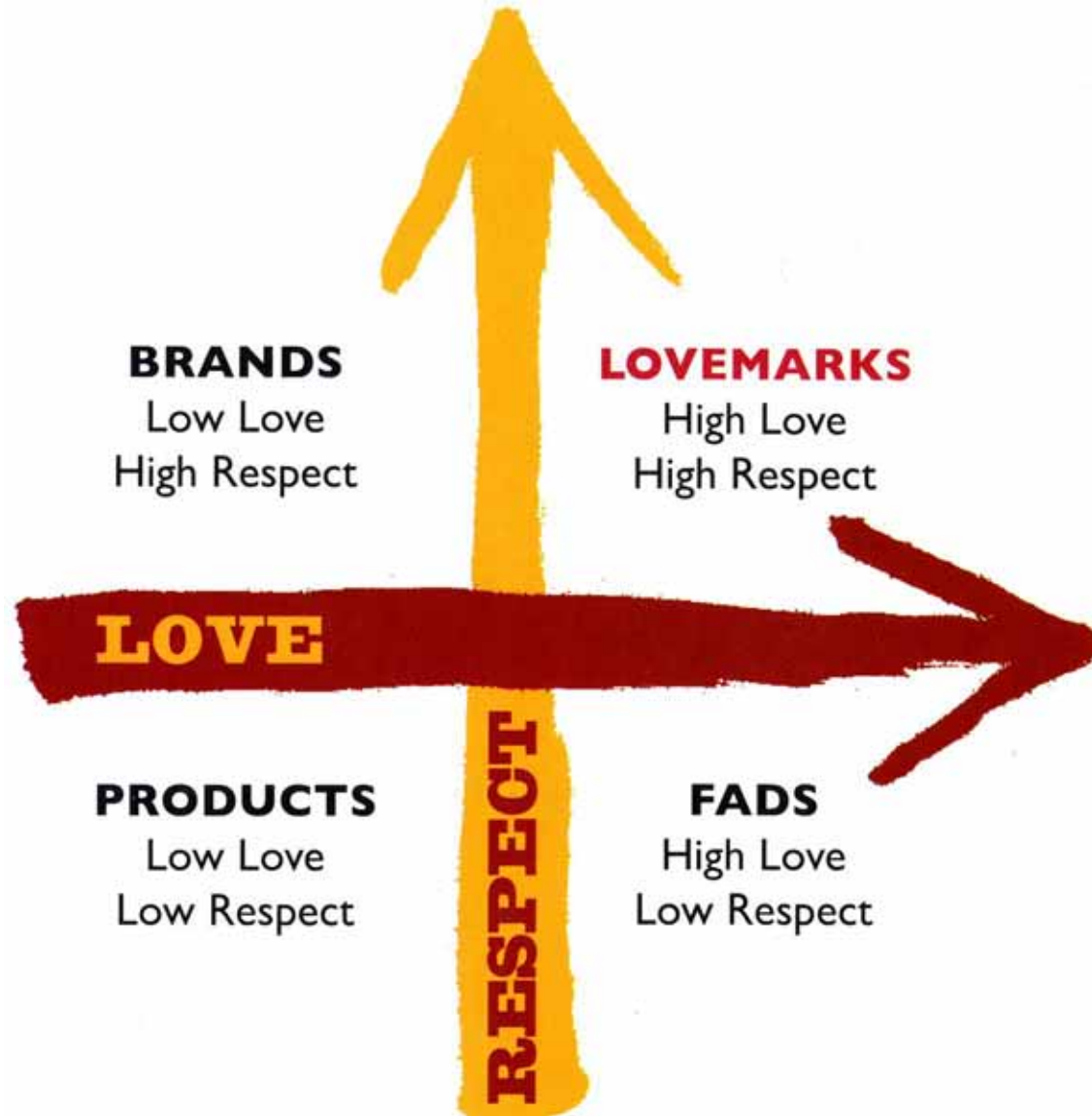
**5. Visual**

**2. Contrast**

**4. Beginnings and Endings**

**6. Emotion**

# Love Respect Axis



# Lovemarks and the Law of Attraction

Customer Driven Content

Icons

Stories

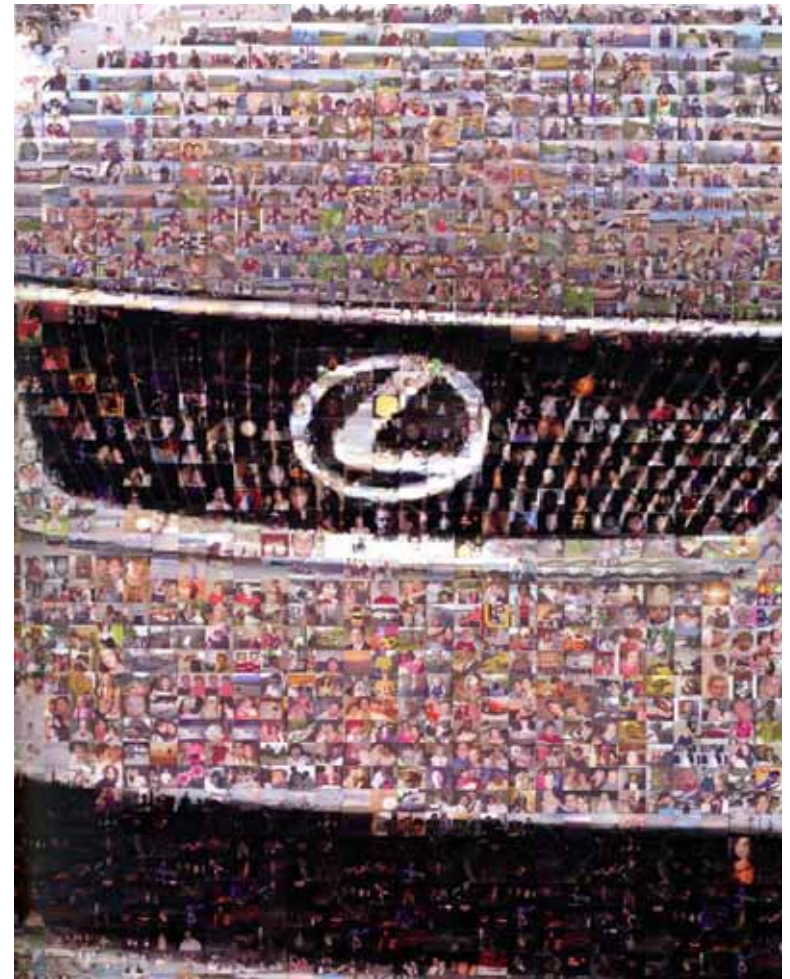
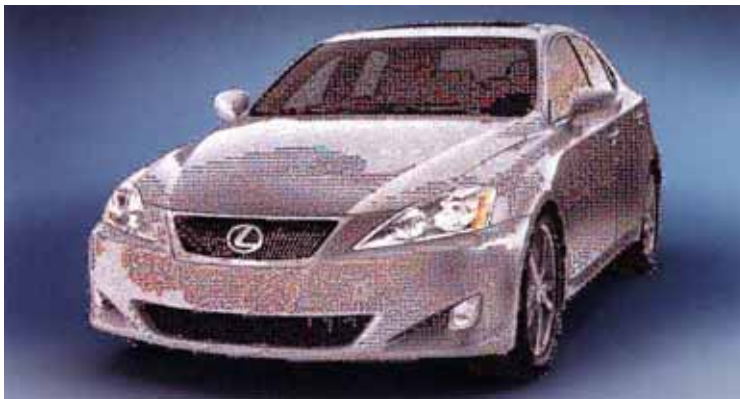
Prospect/Customer Engagement

Interaction

5 Senses and SISOMO



# Why Live in One Dimension?





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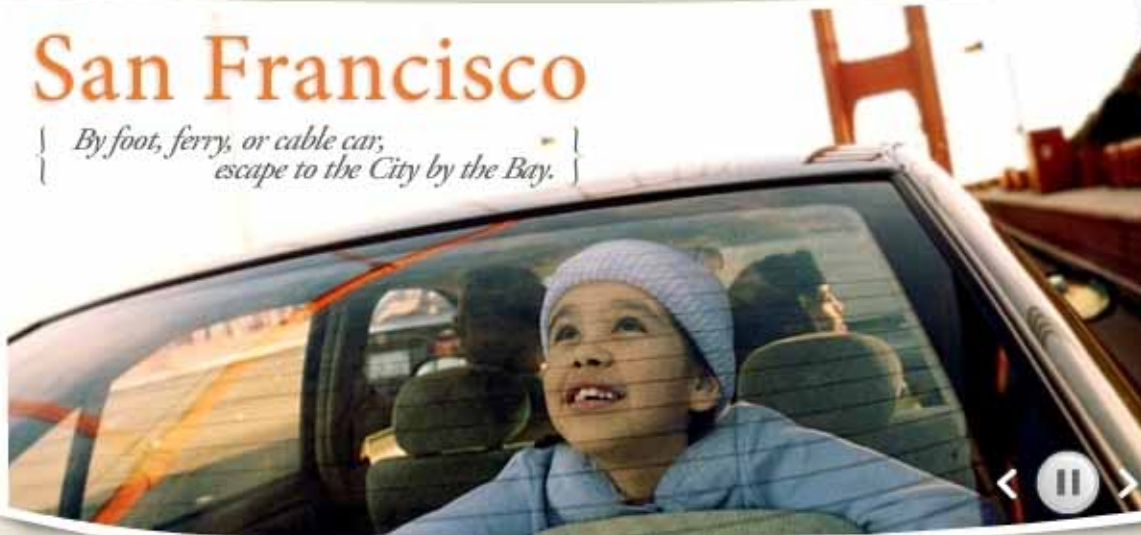
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# San Francisco

{ By foot, ferry, or cable car,  
escape to the City by the Bay. }



## Best Family Vacations

- 1. Enchanting Natural Wonders**  
Yellowstone National Park
- 2. Sunny Southern California Dreamin'**  
San Diego, California
- 3. Home to Pirates, Princesses, and Mickey**  
Walt Disney World in Florida

[See All Vacations](#)

Easy Planning

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## Explore the Country

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### U.S. Destinations

Pacific  
Southwest  
Mountain  
Midwest  
Great Lakes  
Southeast  
Mid-Atlantic  
New England



## Kids Flip for These Trips



### Babies



### Jersey Shore

Carousels, boardwalks, and beach

### Portland

Enchanted forest of outdoor play

# Things to Do.....

**Define Attraction for Your Destination**

**Stimulate the Senses**

**Gather Stories**

**Create Icons**

**Involve Customers – Social Media**

# Seven Trends for Travel

- ① Baby boomers
- ② Increased interest in experiential travel
- ③ Social networking
- ④ Change in top global tourism destinations
- ⑤ Continued changes in GDS pricing system
- ⑥ TMCs seeking to control distribution methods
- ⑦ Travel tracking



# ① Baby Boomers

- In the United States, there are:
  - more people over the age of 65 than there are Canadians
  - 33+ million people of retirement age
- In the next few years, there will be **78 million** retired Americans.



# ① Baby Boomers

- Born between 1946 -1964
- Will inherit **\$4 trillion** in net worth
- Attracted to new areas and non-traditional hotels with “hip” quotient
- Healthier and want local food, culture, entertainment
- Travel = service + style



# ① Baby Boomers



- Willing to stay in non-US properties
- Attracted to new areas and non-traditional hotels
- Seek high-quality service, with “hip” quotient
- Want local food, culture, entertainment
- Travel = service + style



## ② Experiential Travel

- One of the hottest small business trends in '06 (*Entrepreneur Magazine*)
- New standard → Experience a place from all sides
- Adventure travel, cultural travel, sports travel, agri-tourism, heritage travel, “voluntourism”—anything “authentic”



## ② Experiential Travel



- Women are the driving force
- Average adventure traveler is a 40-something woman
- 75% of adventure travelers are women
- Women-only adventure trips gaining in popularity
- \$115 billion spent annually b

## ② Experiential Travel

- Examine everything a visitor can do or experience, then package and market it
- Consider packaging several destinations to your best advantage





# Skamania Lodge

*A Place as Perfect  
as Your Love*



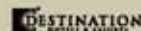
*Unparalleled Scenic Beauty,  
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1131 S.W. Skamania Lodge Way, Steamer, WA 98648

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Photography courtesy of Heidi's Glorious Wedding Photography, Vancouver, WA.



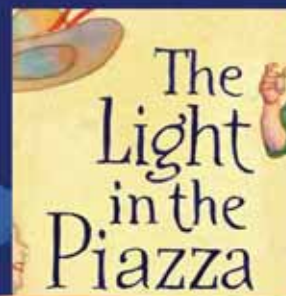
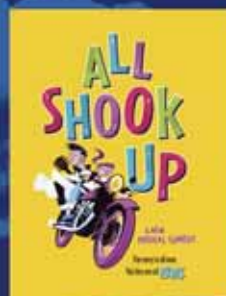


Cherry Jones  
**DOUBT**  
by John Patrick Shanley  
Directed by Doug Hughes



# CHICAGO

THE MUSICAL



## Oh! The Drama!

Enjoy two singular *experiences* with Tempe and M&I Bank's Broadway Across America – Arizona season at ASU Gammage. *Experience* a smash hit Broadway lineup that includes the Pulitzer Prize-winning Doubt, Chicago, Chita Rivera: The Dancer's Life and more. Then take in the urban *excitement* and *progressive atmosphere* of Tempe, with *incredible* restaurants, pulsating nightlife and *endless activities* in the lively Mill Avenue District.

*Experience* a little bit of the *Big Apple* "in the middle of it all."

For everything happening on the Tempe scene, including more information on M&I Bank's Broadway Across America—Arizona, get up and go to [LGBTinTempe.com](http://LGBTinTempe.com) or call 800.283.6734



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# ③ Social Networking

- “Internet 2.0”—user-developed, online content
- Travel blogs, travel communities offer:
  - consumers the ability to exchange ideas and recommendations
  - marketers the chance to reach customers in ways never before imagined

A 3D rendering of the text 'WWW.2.0' in a bright yellow, metallic-looking font. The letters are thick and blocky, casting long, dark shadows onto a floor with a perspective grid pattern. The background is a solid dark orange-brown color.

WWW.2.0

# What is Social Media?



**Social  
Networks**

**Blogs**

**Social  
Bookmarking**

**Virtual  
Reality**

**Wikis**

**User  
Reviews**

**Video  
Sharing**

**Podcasting**

**Online  
Gaming**

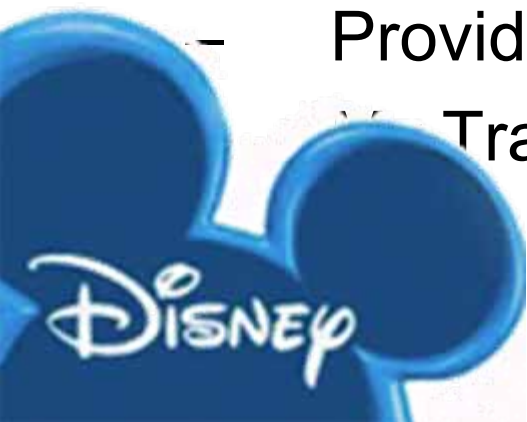
# From Mass Media to One-on-One Communication



# Best Practices

- [www.family.go.com/travel](http://www.family.go.com/travel)
  - Disney has taken advantage of social media from the beginning.
  - Directed towards mothers planning family vacations
  - Provides articles, travel tips, travel deals, and blogs on vacations and travel experiences.
  - Provides vacation ideas and planning tools

Travel Section





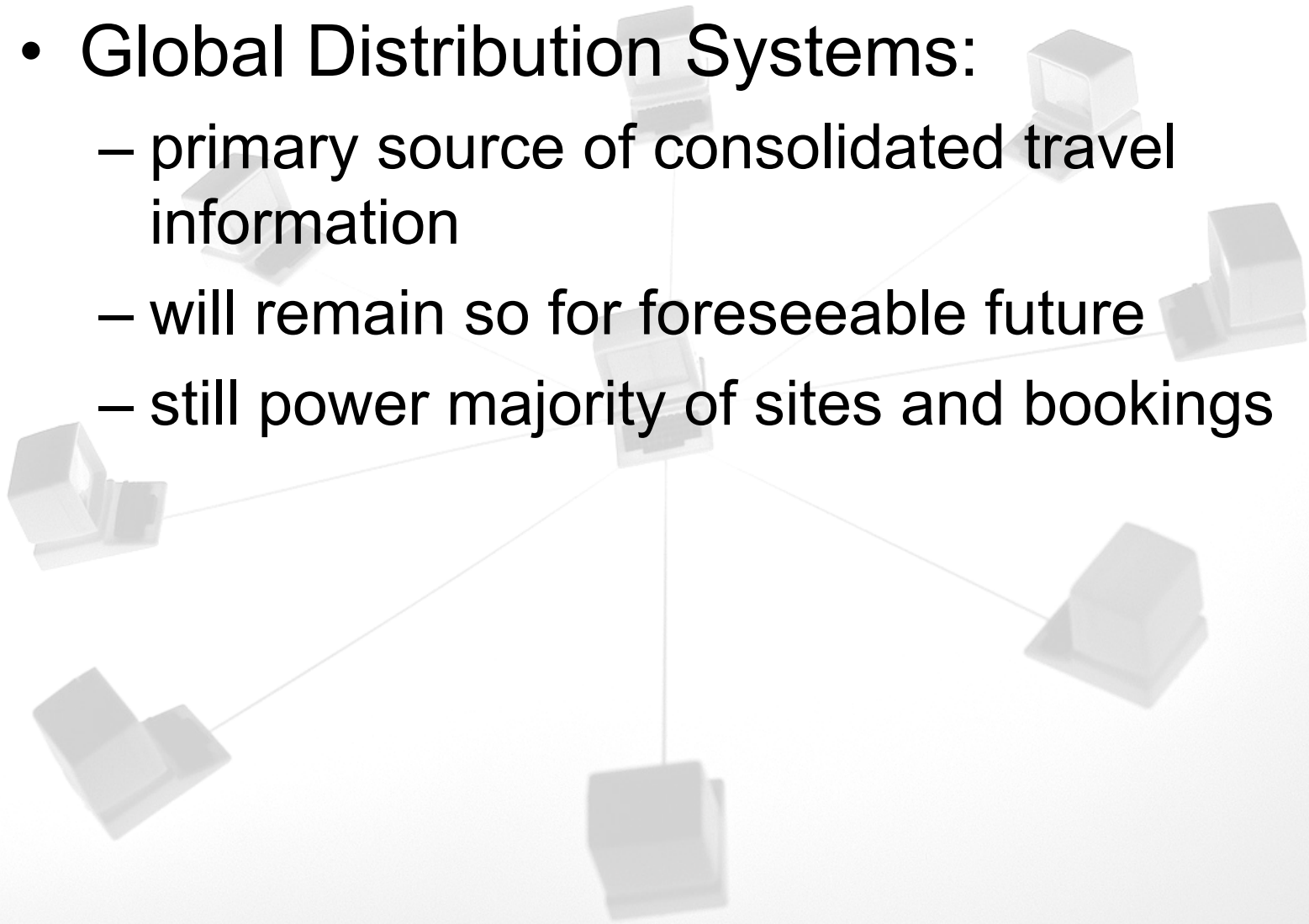
# Best Practi



- [www.sesameworkshop.org/sesamestreet](http://www.sesameworkshop.org/sesamestreet)
  - Online community for parents and children
  - Featured videos
  - Games, educational activities, and arts for children
  - Articles and parenting tips for parents
  - The design of site the site is interactive and visually captivating.

# ⑤ Global Distribution Systems

- Global Distribution Systems:
  - primary source of consolidated travel information
  - will remain so for foreseeable future
  - still power majority of sites and bookings



## ⑥ Travel Management Companies



- Specialize in corporate travel, or about 40% of total travel movement
- Clients are demanding better return and better value for the dollar

## ⑦ Travel Tracking

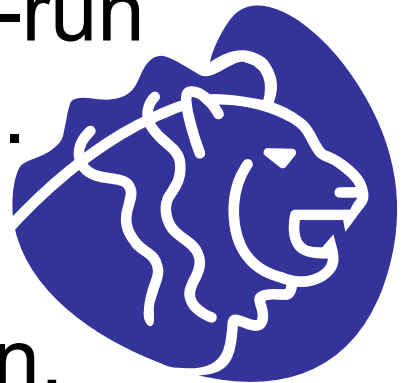


- Travel tracking is the:
  - ability to keep in touch with travelers in real time
  - new corporate travel mantra
- TMCs and vendors that can deliver real-time information will profit
- Hotels, Airlines, good example, goal is pro-active communication



# Survival of the Fittest

A gazelle must out-run the fastest lion or it will get eaten. A lion must out-run the slowest gazelle or it will starve.



Whether you are a gazelle or a lion,  
you'd better be running.

# What's it all about?

**Get:** Acquisition...Targeting

**Keep:** Loyalty....Re-engagement

**Grow:** Viral Marketing, Cross-Sell/Up-Sell, Referrals

# How to:

## Target: (test, test, test)

- Learn from data, Profile customers
- Apply knowledge to new geographies

## Track Results:

- Meaningful operational metrics
- Define results up front

# Success Strategies – 4 Step Process

## Create the Message

1. Diagnose the Pain
2. Differentiate the Claim
3. Demonstrate the Gains

## Deliver the Message

4. Deliver to the Decision-Making Part of the Brain



# Step #1 Diagnose the Pain

Ask questions about frustrations, fears and pains?

What are you worried about?

Pains can be financial, strategic, personal.

Rank Importance and Intensity.

Create Ads that communicate your understanding of the pain.



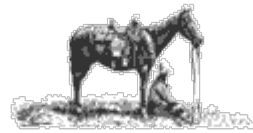
## #2: Differentiate your CLAIMS

Develop Pain-Centric Messaging, that proves your ability to understand their pain.

Which of the 6 Stimuli is most important?  
**CONTRAST!!**

Be Bold...Fastest, Cheapest, Best, Only

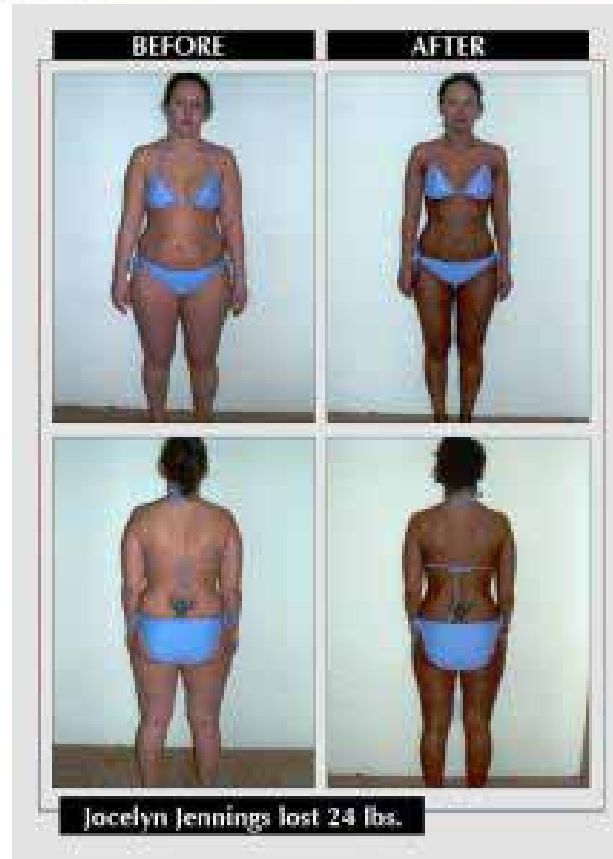
## DUNTON HOT SPRINGS



COLORADO



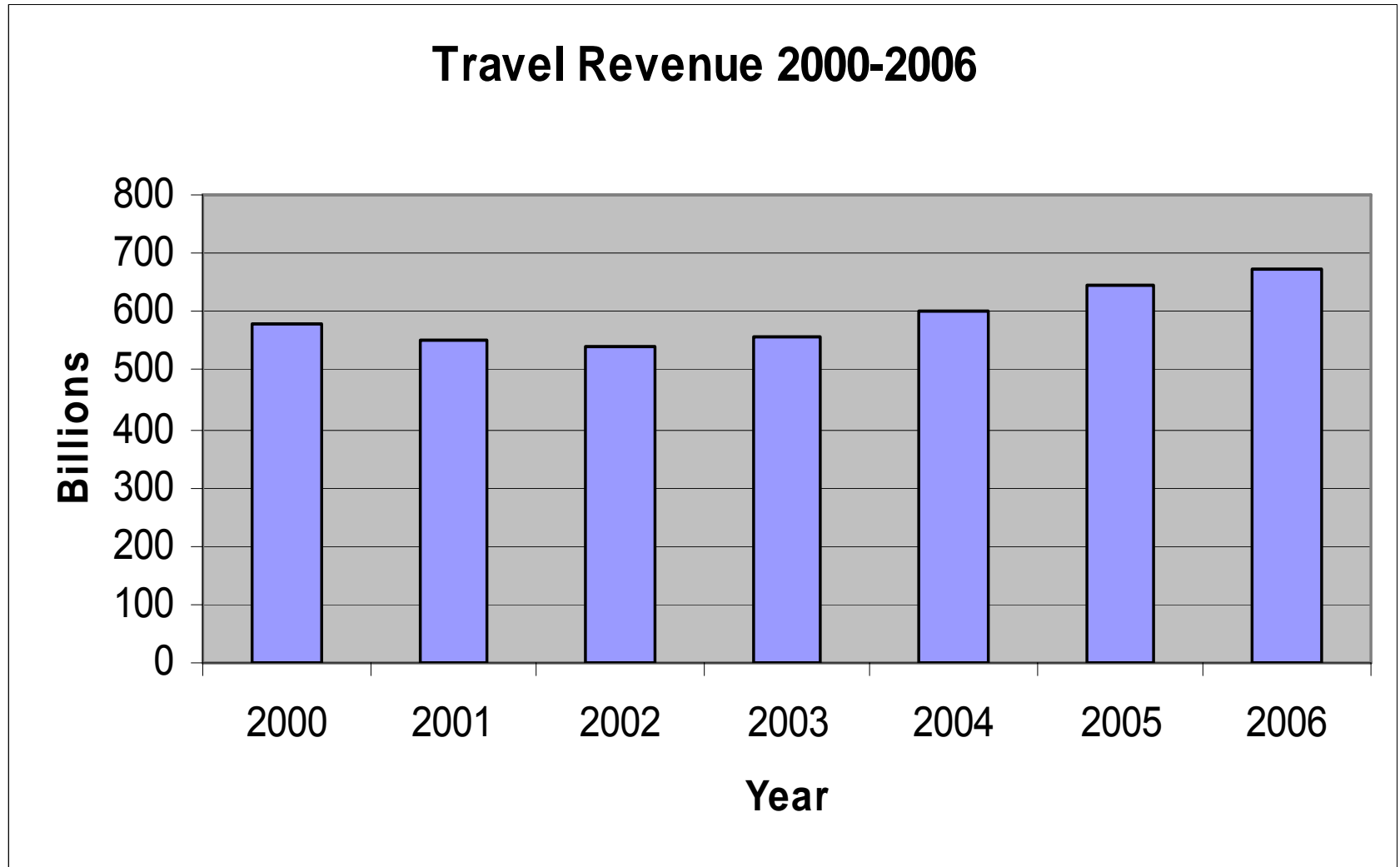
# Step #2 Differentiate your claims



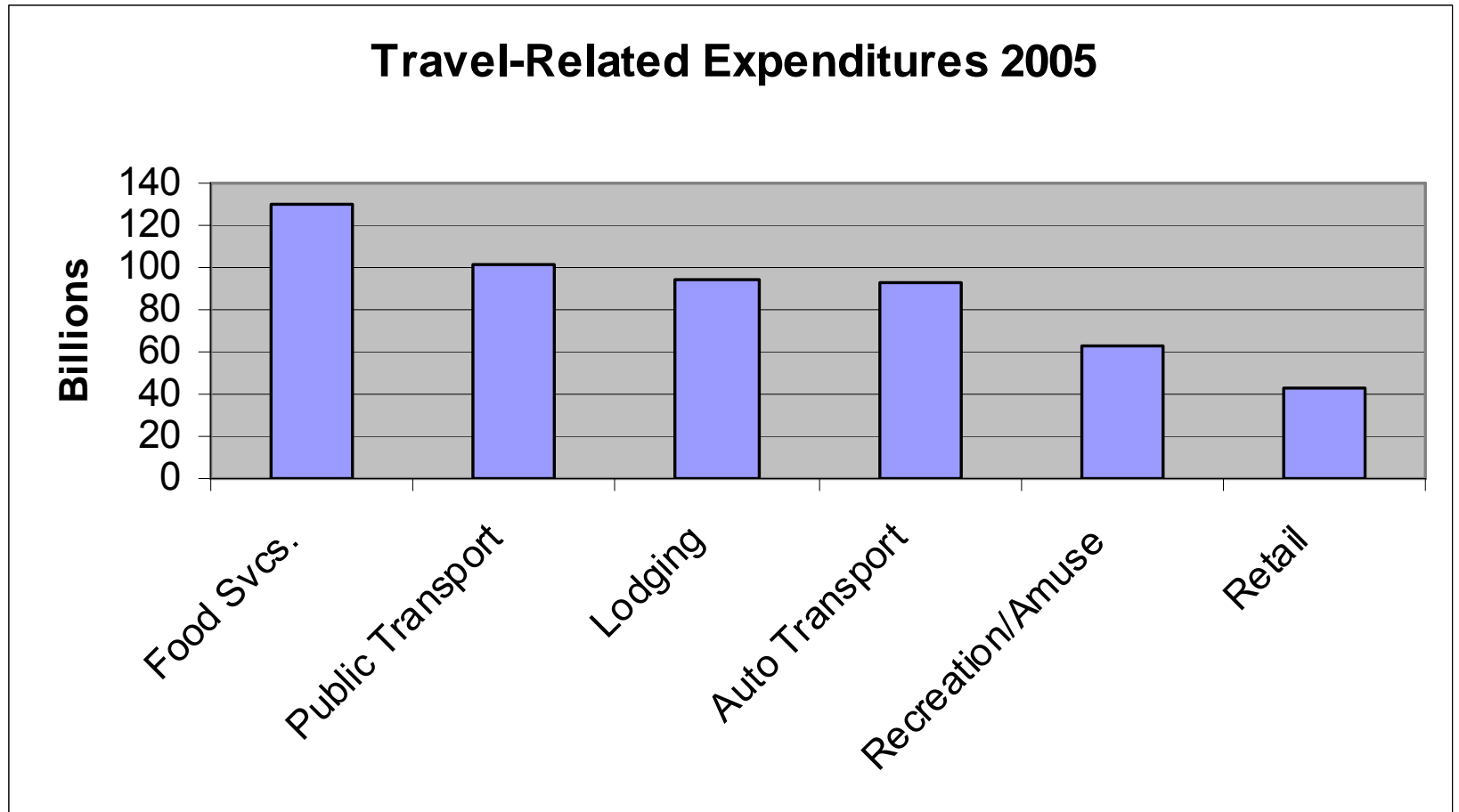




## Hospitality Industry Key Indicators.



# Hospitality Industry Key Indicators.



# #3: Demonstrate the Gain (PROVE VALUE)

|           | Customer Story<br>80-100% | Demo<br>20-60% | Data<br>20-60% | Vision<br>10-40% |
|-----------|---------------------------|----------------|----------------|------------------|
| Financial |                           |                |                |                  |
| Strategic |                           |                |                |                  |
| Personal  |                           |                |                |                  |

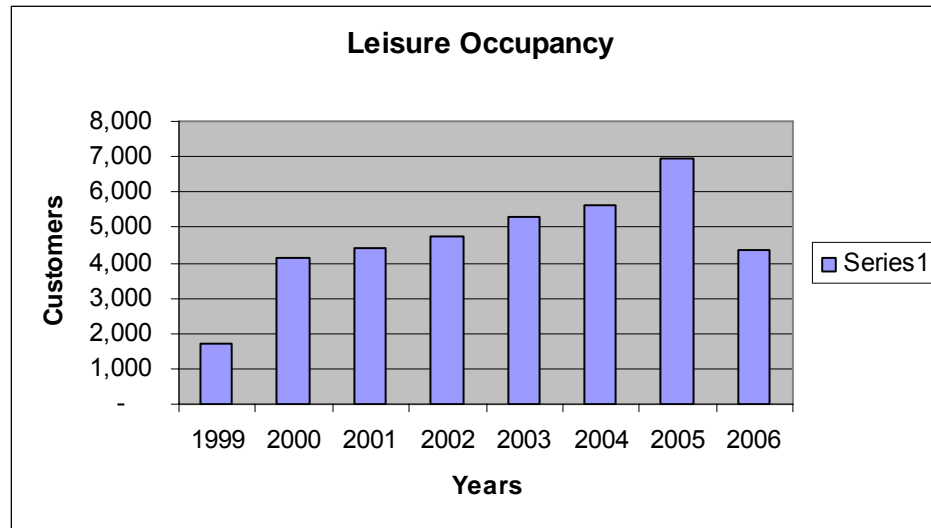


# #4: Deliver to the BRAIN!!

For Maximum Impact: 6 Message Boosters:

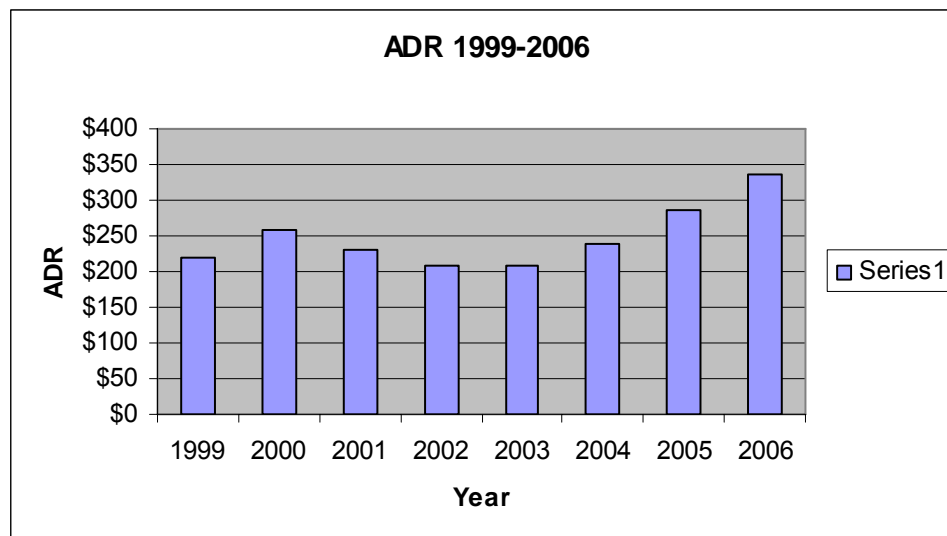
1. The word “YOU”, “their experience”
2. Beg and Endings: 70-100% retention
3. Contract and Emotion
4. Big Picture:
  - 40%visual,
  - 40%Kinesthetic
  - 20%Auditory
5. Stories
6. Less is More

# Consumers Looking for meaning!

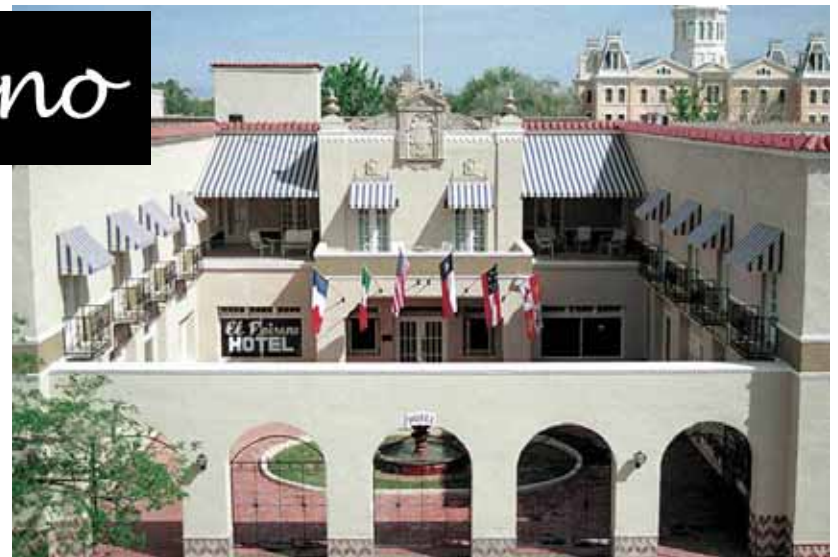


## A Case for Historic Preservation

- Less competitive Pressure.
- Less reliance on Aggregators.
- Rate Integrity Higher ADR.



# *The Hotel Paisano*



# A Market Looking for Meaning

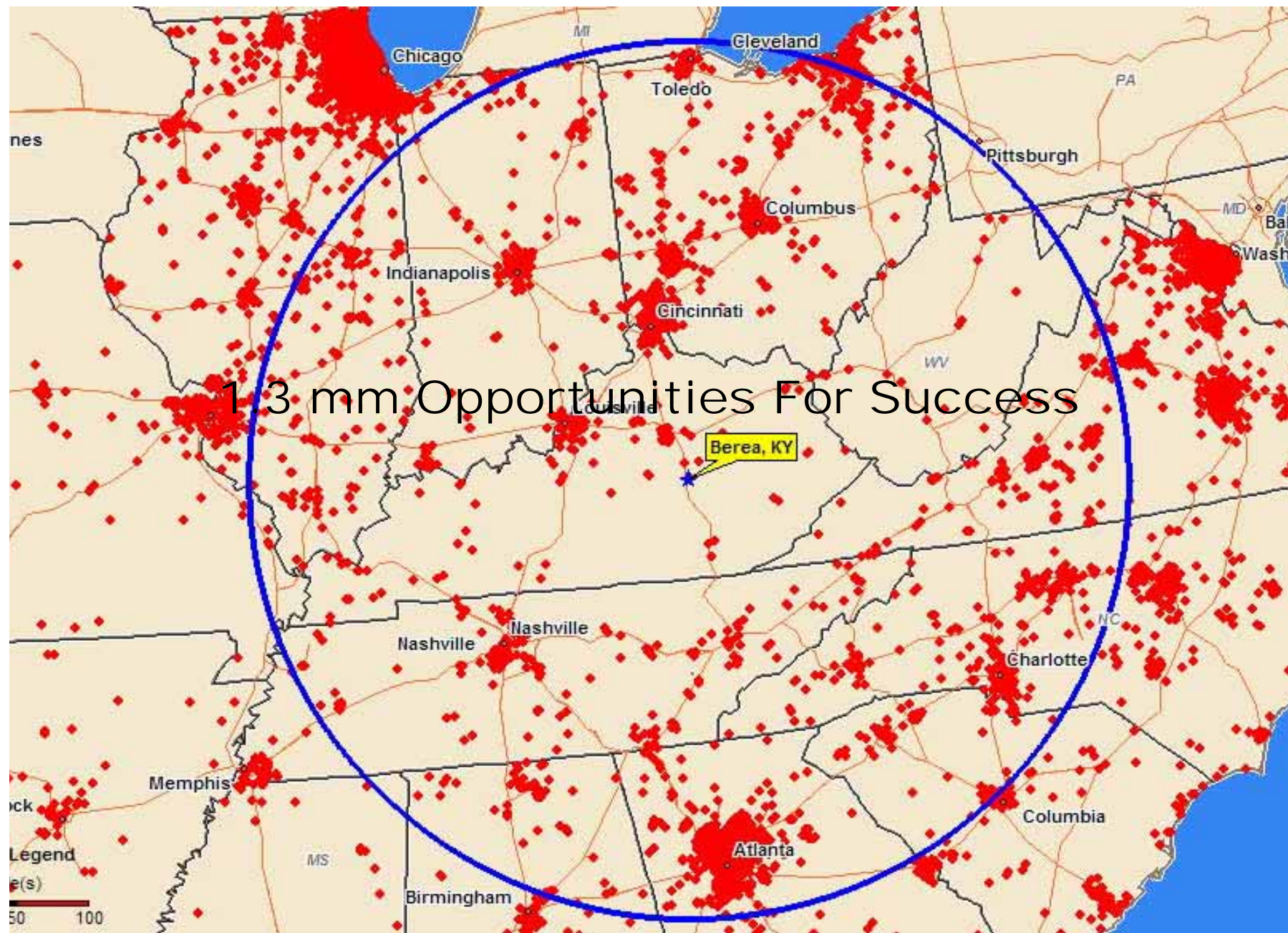
Meet Jerry and Anna

|                  |                                |
|------------------|--------------------------------|
| Status           | Married with<br>Grown Children |
| Age              | 58                             |
| Education        | College Graduate               |
| Employment Level | Professional/Retires           |
| Housing Type     | Owner single family home       |
| Annual Income    | \$105,700                      |

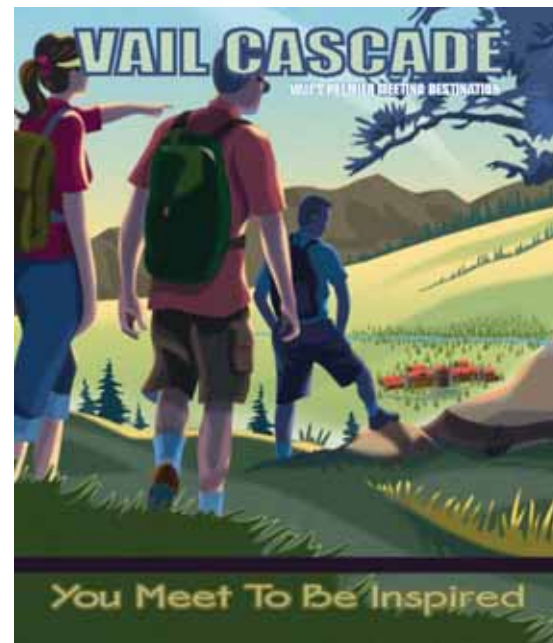
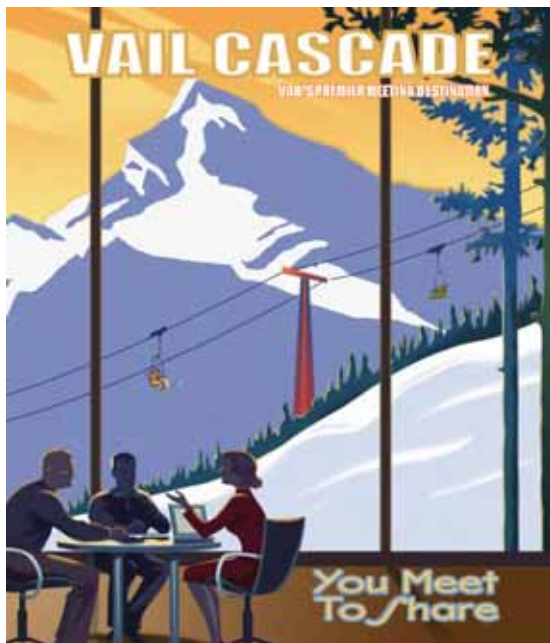
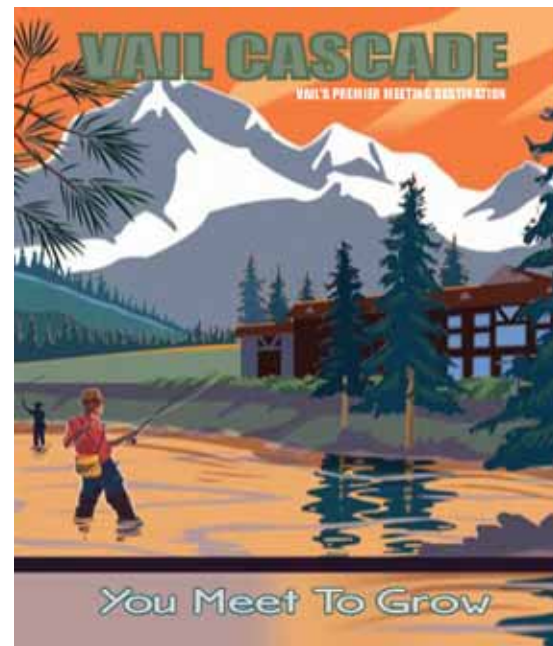
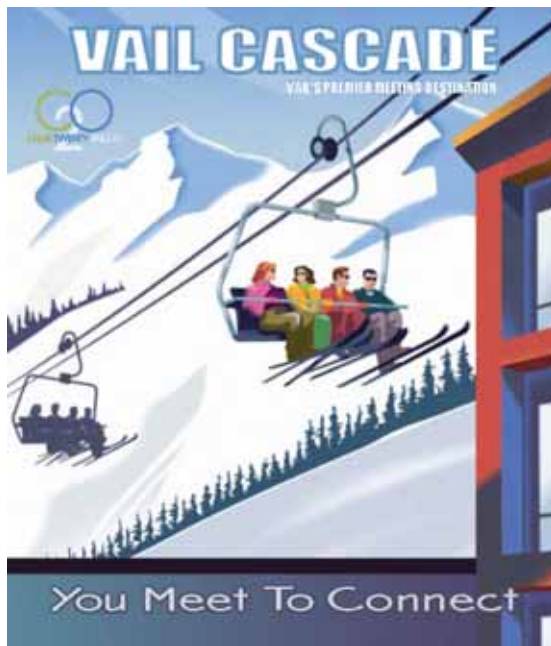
## Dominant Characteristics

Travels Domestically 2 or more  
times per year  
Uses a travel agent for foreign trips  
Visits Europe  
Belongs to a frequent flyer program  
Goes online 20+ hours per week  
Owns an Acura  
Shops at Ann Taylor  
Reads *Travel and Leisure*  
Reads *The New York Times*  
Reads *Forbes*  
Reads *Conde Nast Traveler*









# Mary's Family Vacation Recommendations



**Recommendation #1:**

**Create a travel blog website**



# Travel Blog Website

- Website dedicated to family travel sponsored by your destination
- Similar to the Disney Family Travel website
- Include a section for children, similar to the website by Sesame Works'



# Why create a Blog?

- Develop a long-lasting relationship with customers
- Elevates your profile by increasing visibility
- Establishes credibility
- Eliminates the need to depend on focus groups, surveys, feedback forms, and e-mails
- Takes market research and product testing from a bird's-eye view to a one-on-one human interaction level
- Instant feedback- find out what customers are thinking in real time

## **Recommendation #2:**

**Increase participation in Travel  
Review Sites such as  
TripAdvisor and  
WeJustGotBack**

# TripAdvisor



- Are you well represented here?
  - Good range of activities and options
    - Lots of photos showing visitors enjoying you
  - Overall positive image portrayed

# WeJustGotBack

- Site Focus:
  - driven by user feedback and reviews from "real family" correspondents.
  - distill the salient issues and provide the type of in-depth analysis that families need to plan their vacations
- Target audience:
  - young, active, affluent mothers: many with professional degrees, dual income families.
  - children range in age from newborn to 18.





# WeJustGotBack

- What should you do?
  - Provide visitors an incentive to discuss their experience on <http://www.wejustgotback.com>
  - Can be done without perception of bias, it's that they review – not what they say



## **Recommendation #3:**

**Increase presence in social  
networking and video sharing  
sites**

**such as Facebook, MySpace  
and YouTube**

# Facebook Application

Create an application on facebook that users can add to their profiles.

- **Why?**

- Provides a fun and attractive way to increase your presence in social media.
- Appeal to teens and young adults in an unusual, yet effective way in which its competitors are not utilizing.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

# MySpace Events

Create an Events list profile on MySpace

You have the ability to post upcoming events relative to your destination.

Why?

Advertise events inexpensively.

Raise awareness of events.

Attract new customers, as well as sustain previous customers.



# YouTube- Video Contest

- Ex: How much do you love chocolate??
  - Sponsored by Hershey

A prize must be included to make it worth participant's effort, such as (but not limited to):

- A free spa package
- A weekend at Hershey Resort
- One year of Chocolate





**Recommendation #4:**

**Virtual Destination**

# Virtual “your destination”

- Animated and visually stimulating representation of your attractions on your Website
- Users create an avatar and a profile
- Users can navigate throughout your destination to explore the different experiences



# Why create a virtual destination experience?

- Give users a true experience of your destination
- Shows users what you look like and the different things there are to do there
- Sensory Immersion- Involve the users emotionally
- Allows you to prototype and test factors
- Increases marketing potential and roi
- All 4 elements of communication- entertain, inform, persuade, and interact

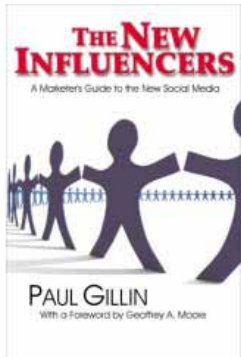
# Travel's Future

If you do not think about the future,  
you cannot have one.

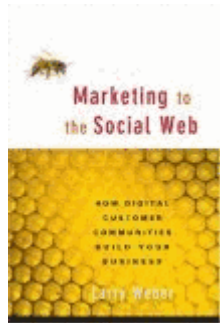


If you don't plan for future business,  
you won't get it.

# Further Reading List



**The New Influencers: A Marketer's Guide to the New Social Media** by [Paul Gillin](#)



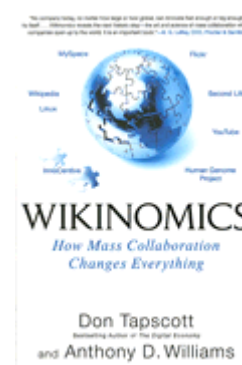
**Marketing to the Social Web: How Digital Customer Communities Build Your Business** by [Larry Weber](#)



**The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly** by [David Meerman Scott](#)



**Blog Marketing** by [Jeremy Wright](#)



**Wikinomics: How Mass Collaboration Changes Everything** by [Don Tapscott](#) and [Anthony D. Williams](#)



# Recap....in Summary!!!!

1. Neuro formula is: Pain, Claim, Gain, Brain
2. Get, Keep & Grow: Major focus areas
3. Target new business intelligently
4. Use meaningful Tracking Metrics
5. Increase ROI with Attraction and Interaction Strategies....stories, contests, incentives to provide content.

*Where do we go from here?*

